



WCPO

ORDER

Print Date 08/14/12

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Flight Dates **08/22/12-08/28/12**

Contract / Revision **307818 /**

Original Date / Revision
08/13/12 08/13/12

Advertiser **60 Plus Association**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Issue. 60 Plus Assoc. (Senate). 08

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1225**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	6	\$3,400.00	\$4,000.00	0.00	07/30/12	08/26/12	6	\$3,400.00	\$4,000.00
September 2012	4	\$2,167.50	\$2,550.00	0.00	08/27/12	08/28/12	4	\$2,167.50	\$2,550.00
Totals	10	\$5,567.50	\$6,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WCPO	08/22/12	08/28/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	1	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----					1	\$400.00		0.00			
		Week: 08/27/12	09/02/12	M-----					1	\$400.00		0.00			
E 2	WCPO	08/22/12	08/28/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$850.00		0.00			
		Week: 08/27/12	09/02/12	M-----					1	\$850.00		0.00			



WCPO

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kypost.com

Contract / Revision **307818** Flight Dates **08/22/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:20:00

Advertiser **60 Plus Association**Product **Issue. 60 Plus Assoc. (Sen** Estimate # **1225**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WCPO	08/22/12	08/28/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	1	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----					1	\$400.00		0.00			
		Week: 08/27/12	09/02/12	-T-----					1	\$400.00		0.00			
E 4	WCPO	08/22/12	08/28/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$900.00		0.00			
		Week: 08/27/12	09/02/12	M-----					1	\$900.00		0.00			
E 5	WCPO	08/26/12	08/26/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$450.00		0.00			
E 6	WCPO	08/26/12	08/26/12	SU 9-10a SU 9-10a	CM	9-10a	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$1,000.00		0.00			
													Totals	10	\$6,550.00